

Andy Duong

Product Designer based in the Bay Area

andyduong.work contact@andyduong.work

Experience

Newhouse Project Consulting — UX Designer

Jan. 2024 – April 2024

Led the development of a responsive 24-page website, maintaining consistency and cohesion across all design assets, optimizing user flow, and enhancing overall usability

Partnered closely with the executive team to develop 3 wireframe mockups, facilitating feedback sessions and ensuring alignment with strategic objectives

Conducted competitive analyses of consulting websites to identify trends and best practices, leveraging insights to refine design strategies

CreateSC — Product Designer

April 2024

Designed Dillo, an American Sign Language (ASL) learning app for families with hard of hearing children, with a team of 3 designers

Accomplished delivery of 20 high fidelity prototypes within a 24-hour timeframe, wireframing and mapping the user flow for the lesson plan and onboarding

Maintained consistency within a design system, ensuring coherence among designers and fostering efficient collaboration

Innovate 48 — UX Designer

Jan. 2024

Collaborated with a team of 9 designers in a two-day hackathon with 450 participants, orchestrating the optimization of IKEA's buy-back program for mobile devices

Crafted 35 frames in Figma, mapping the selling user flow for the final prototype in adherence to IKEA's design protocol

Executed user research initiatives to pinpoint opportunities, integrating additional features into the IKEA buy-back program to enhance intuitiveness and visibility

Education

Google UX Design

Feb. 2023

Certificate in UI/UX Design

University of California, Irvine

B.A in Business Administration - Paul Merage School of Business

Skills

Wireframing, Prototyping, Visual Design, Human Interface, Branding, Usability Testing, User Experience, User Research, Journey Maps, User Flows, Affinity Maps

Tools

Figma, Adobe Creative Suite, Astro, HTML/CSS

Hobbies

Music Production, Photography, Video Editing, Specialty Coffee, Mech Keyboards, Powerlifting, Pickleball